

Save up to 25% On Your Tourism Advertising Program...

Become a partner in the Grants Pass Cooperative Advertising Program.

As your partner in promoting tourism in the Grants Pass area, the Grants Pass Visitors & Convention Bureau (VCB) will share a portion of your advertising costs for pre-approved ads. Historically, the Grants Pass VCB's partnership has been limited to a maximum of up to 25 percent of the ad cost. However, other partnerships could be available on a case-by-case basis. These can include non-advertising-specific special projects such as brochures.

The Grants Pass Cooperative Advertising Program has been designed to benefit the City, the region and your business by:

- Supplementing, and thereby expanding your advertising dollars.
- Creating a brand image of the area using the Grants Pass tourism logo and tag line.
- Encouraging outreach advertising in all areas of tourism in the Grants Pass vicinity.

Any area business, property, attraction, association or other tourism-related business, event or organization in the Grants Pass area is eligible to participate in our co-op program.

Proposals for becoming a co-op partner will be accepted on a first-come, first-serve basis. Due to the tourism budget being based on the City's fiscal calendar (July 1 – June 30), our budgetary allocations begin in July. Because co-op funds are limited, the earlier your proposal is received, the better the opportunity for approval of the allocation.



3 Easy Steps...

Step 1.

Fill out an Advertising Proposal Form (or obtain or produce a pdf or fax) and forward it to the Grants Pass Visitors and Convention Bureau. You must attach samples of print ads (newspaper/magazine), copy (radio), sample art (billboard), or storyboard copy (television) for each ad in your proposal. Ads may be combined on the same form, or separate forms may be used. All advertising must follow the guidelines outlined below in order to qualify for the program.

In order to qualify for reimbursement, any advertisement must align with the tourism brand strategy and include the Grants Pass tourism logo, the designated tagline "Where the Rogue River Runs" or "Natural. Rogue River. Legends", and the Grants Pass Visitors and Convention Bureau's website address (www.visitgrantspass.org). Digital logos are available through the VCB.

Only net advertising costs will be covered; i.e.: space cost for print and time costs for broadcast. Other fees are negotiable.

Advertising must reach an audience of at least a 50-mile radius from the town of Grants Pass. The advertising **may** take place **over** the 50 mile radius, and will need to be approved by the Tourism committee before the advertising is to take place.

DEADLINE FOR RECEIPT OF PROPOSALS is 60 to 90 days prior to the date of publication, display or broadcast. Notice of approval or denial will be issued to you within 30 days of the receipt of your proposal. All ads must be submitted as intended – both color and black & white ads.

Step 2.

Once your plan has been approved, the VCB will contact you in writing regarding the placement of the advertising, and the VCB's commitment to what percentage will be paid toward the advertisement.

Step 3.

For reimbursement, submit your invoice showing the size of the ad, the date and the cost of your advertising, along with proof of advertising as outlined below within 60 days of event:

- **Print advertising:** A full-page tear sheet of the advertisement.
- **Billboard advertising:** A copy of the contract along with display sample.
- **Broadcast advertising:** Affidavit of performance from the station airing the spot.
- **Internet advertising:** Description of plan, if display and provide a sample

Grants Pass Visitors & Convention Bureau Advertising Proposal Form

Name _____

Company Name _____

Street _____

City _____ State _____ Zip _____ Phone _____ E-mail _____

DATE OF ADVERTISING	MEDIA	AD SIZE NO. OF SPOTS	RATE	COST OF ADVERTISING
1.				
2.				
3.				

Total _____

Co-op Amount Requested _____

The use of this form and the inclusion of the requested information will expedite the processing of your claim.

Please send this form, along with a sample of your advertising program to:

The Grants Pass Visitors and Convention Bureau

1995 NW Vine St.

Grants Pass, OR 97526

541.476.5510

vcb@VisitGrantsPass.org

DEADLINE FOR RECEIPT OF PROPOSALS is 60 to 90 days prior to date of publication or broadcast.

IMPORTANT: PLEASE INCLUDE SAMPLE OF AD (magazine/newspaper), COPY (radio), SAMPLE ART (billboard) or CONCEPT/COPY (television) WITH YOUR PROPOSAL.

I agree to the terms and conditions of the Grants Pass Cooperative Advertising Program.

Authorized Signature _____ Print Name _____ Date _____

Grants Pass VCB Representative _____ Date Received _____

TERMINATION OR AMENDMENT – The Grants Pass VCB reserves the right to terminate or amend any part of this Plan without notice. The termination, expiration or amendment of this plan will not affect claims for advertising published, broadcast or approved prior to such a change.